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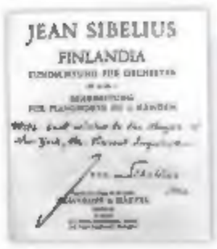
THURSDAY

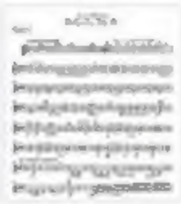


DAY'S DIARY

Tone poem premiere

Finlandia, a tone poem by Finnish composer Jean Sibelius, premiered on this day in 1900 in Helsinki with the Helsinki Philharmonic Society conducted by Robert Kajanus

COMPOSITION

The piece was composed for the Press Celebrations of 1899, and was the last of seven pieces performed as an accompaniment to a tableau depicting episodes from Finnish history

CENSORSHIP

In order to avoid Russian censorship, *Finlandia* had to be performed under alternative names, like *Happy Feelings*, and *A Scandinavian Choral March*— at various musical concerts

GREAT COMPOSER

Sibelius is considered one of the great nationalist composers of the world, as famous for depicting the country and literature of Finland in music

'We will delete 2020 from our lives'

PG 4

Lockdown dampening your pet adoption plans? Log onto this online drive by animal welfare organisation, which has found support from stars Rakshit Shetty, Shraddha Srinath, Nidhhi Agerwal

ALL FOR A GOOD 'PAW'SE

Besides taking home puppies, kittens or an adult dog, people can also passively adopt a resident of their choice and contribute towards their expenses on a monthly basis

—Keerthan Vignesh, manager, CARE

• Monika Monalisa

If we can have office meetings online and enjoy concert virtually too, then why not find new homes for your furry friends online too? Pet lovers will be in for a treat this weekend. OurPawrt Festival, a fundraiser and adoption drive by Charlie's Animal Rescue Centre (CARE), will take place from July 3-5. The event is supported by Sandalwood actors Rakshit Shetty, Shraddha Srinath and Nidhhi Agerwal.

Shetty, whose next movie *777 Charlie* showcases the relationship between his character and a labrador, has always been vocal about his love for animals. "The cause of animal welfare has always been close to my heart and I'm very happy to know that even in these times of the Covid-19 pandemic, there are ways that we can support organisations like CARE," says Shetty, who along with the other two actors have been promoting the event on his social media.

Three puppies, five kittens, one adult dog, along with more than 80 permanent residents of CARE will be up for adoption during the weekend. Explaining the process, Keerthan Vignesh, a manager at CARE, says the audience will be taken through the process of adoption, the dos and dont's, before being shown the puppies and kittens that are up for adoption. "We also have something for people who cannot physically adopt an animal for whatever reason. There will be a brief introduction to our permanent residents, and people can passively adopt a resident of their choice and contribute towards their expenses on a monthly basis," he adds.

This is also CARE's first virtual event, which they hope to continue on a larger scale. "Every year, CARE has multiple events including adoption camps, flea markets, rock concerts, art exhibitions and so on. It helps us meet our supporters and also raise funds. But this year, due to COVID 19, we have not been able to get that kind of support. An online fundraiser like this is a good alternative, with participation from people across the globe," says Vignesh. All funds raised from the event go towards their animals welfare work.

Apart from the adoption and fundraiser drive, the initiative will also feature various entertainment sessions like sound healing by Priyanka, dance and exploration through movement by Meher Sachdeva and Himanshi Choksi , a cookie-making tutorial by baker Kritika Goel, an interactive illusions and mind reading session by an illusionist by Amazing David, to name a few. "We also have a DJ who is going to be playing house & techno music on Friday night, so it promises to be a 'Paw'ty," adds Vignesh with a laugh.

Representational pic

SHADES OF GREY

Birds soar freely as an overcast sky gives a snug cover to the greenery at Hebbal flyover in the city • Shriram BN

What is Indian in Indian literature?

As an Indian writer, I have often asked myself this question: What is 'Indian' in Indian literature? Yes, like many other South Asian nations, we have had a painful colonial past. Our cultural identity is linked to this history of resistance and the search for political and cultural selfhood. But somewhere along the way to finding their literary identity, Indian writers, like writers from many other South Asian cultures, came under the powerful influence of Western modernism. Existentialism, theatre of the absurd, poetry lamenting the sterility of contemporary existence — we mimicked all of it. But how much of this new wave writing and art could reflect our post-colonial realities?

Today, in our so-called globalised world, we are again facing the threat of homogenisation. We reel under the hazards of cocoa-colonisation and a consumer economy which attempts to subsume the South Asian worlds within the grand narratives of development and progress. Should we move away from our pasts, histories, and cultures to join, often as late comers, this hegemonic narrative of global development? Surely not! It is this resistance which must form the basis of our literary and cultural productions.

This resistance must spring from an understanding of what makes Indian cultures and literature(s) different from Western literatures. The first step would be to try to recover the literary traditions, cultural ethos, political and historical experiences, and our many language traditions. Today, Indian writing also includes Indian English writing. Despite all the diversity, what really brings our literatures in these multiple languages together? I think it is this: we are mainly story-tellers. I am

Representational pic

a writer who draws upon the rich folk traditions of North Karnataka in Southern India. Beginning from the old epics to new genres like the novel, we have always been predominantly story-tellers. What is more, we are known for our collective and community cultural ethos. For example, in Kannada writing, both oral and written literatures reflect this. Starting from the vachana writers in the 12th century to the poets of the bhakti movement all over India, they all addressed God in the form of a dialogue. They were a devotional community. Their poetry upheld human bonds — bonds that even humanise god and make him a part of this community. But the modernist sensibility we borrowed from the West in the 20th century was centered on the individual.

However, our popular and traditional art forms like Yakshagana and Harikatha, or even our films still find their inspiration in the plural Indian traditional and native sources. Our contemporary Indian writers are already rejecting the Western models and incorporating the native literary traditions and mythologies into their work. These developments are heartening. In this instance, as the president of the Sahitya Akademi, I am striving to make possible meaningful interaction and conversations among Indian languages, literatures, and cultures. My vision of Indian literatures is characterised by this multiplicity, as well as this uniqueness of our native Indian ethos!

(Translated from Kannada by Krishna Manavalli)

CITY READ

Zoo to be shut on Sundays

Zoos in the city and Mysuru will be closed for public on Sundays following the state government declaring shutdowns on Sundays from July 5 to August 2, an official said. To compensate for the Sunday loss, the zoos will open on Tuesdays, which is generally the holiday for zoos and sanctuaries in Karnataka. – IANS

QUICK FIX

Talking business

• Vidya Iyengar

When the city and country went into lockdown, several Bengalureans confined themselves to the safety of their homes. But a few like Mahita Nagaraj, who went on to bring together about 50,000 volunteers for her initiative, Caremongers India, ventured out, offering help to those who needed essential supplies. In May-end, when she went into self-quarantine, Nagaraj decided to go ahead with a project she had long wanted to work on – a book to help people ace the marketing game, especially in these changing times. Called *The Instant Marketing Plan*, the book covers all of her work experience in marketing, branding, communication, sales, entrepreneurship and operations over 90-odd pages. "It's intended to help anyone who needs to sell more, whether products or services. Whatever the size of the venture – solo, home-based, start-up, large corporation – this will assist in creating an actionable plan that can be implemented immediately. And whatever the industry, the results will show. I say marketing plan, but really, it's a business plan," says the marketing and digital consultant.

Currently available as an e-book on her website and her Facebook page, the quick read aims to help the reader identify customers, and suggests nine action points to gain new clients and convert them into agents who will recommend others.

The same amount of work can yield different results with just a change in planning, approach and marketing strategy— Mahita Nagaraj

"In all the years I have been associated with the corporate world, I realised that lack of planning is often a pain point. Marketing efforts are random without any structure, and obviously, there is no return on investments," she says, pointing out that there are three kinds of people required to run a company, one who ideates solutions; second, who is aware of technical know-how; and the third, who executes projects. "More often than not, one of the three is missing," she says.

Giving the instance of home bakers, Nagaraj says while some slog it out for 20 hours a day, putting all their returns back into the business, there are others who go on to expand, hire staff and even open a bakery. "The same amount of work can yield different results with just a change in planning, approach and marketing strategy," she says.

Tunes of change

• Vidya Iyengar

Live shows from living rooms, interactive sessions and online music jams... As many in the music fraternity wonder when their next outdoor show would take place, they are re-inventing themselves to reach out to their audience. For musician Jason Zachariah, the lockdown has been a blessing in disguise. His routine otherwise involved about 13 shows a month. On July 3, Zachariah, who is also the co-founder of Nathaniel School of Music, will release his fourth album, *The Absence of Laughter* (a piano reprise), after having spent the last three months mixing, mastering and giving the album finishing touches.

After my dad's passing, I lost interest in working on the album, until recently when I decided to bring it to fruition
– Jason Zachariah, musician

This particular album holds a special place for Zachariah, who has dedicated it to his late father, John K Zachariah, who was the principal of Bishop Cotton Boys' School, who passed away two years ago. "My dad inspired me to take up the arts and more importantly, to also respect it," says Zachariah who has been releasing one riff every day for five years.

Work on the album started over two years ago, and it was to be out in December 2018. "In fact, Dad had heard eight out of the 13 songs and passionately supported it. However, after his passing, I lost interest until recently when I decided to bring it to fruition," says the musician, who has also dedicated it to Dennis Ostern, a close friend who died suddenly, and also sung one of the songs in the album.

Over 40 musicians from across the world, including Kedarnath Havaldar (tabla) and Ashwini Koushik (flute), have contributed to the work. The main song, *The Absence of Laughter*, was conceptualised on the piano like his other songs. "When my brother, Jonathan Zachariah, took a look at the work, he came up with an accompanying story that became a music video, that of a clown who smiles his way through personal problems, and came up with the album's name. Most of the themes are such, not very straightforward but entertaining," he says about the songs in the album, which also touch upon women empowerment.

An audio engineer, Zachariah says most of his work is instrumental in nature. Having already started work on his next album, which he hopes to release by the end of the year, the musician says, "That's going to reflect all the changes that have taken place in my life in the recent past."